

# BOTANICAL ANTHOLOGY

SEASONAL, PLANT CENTERED | DIGITAL + PRINT MAGAZINE



**2023**

**6.45 %**

Conversion  
Rate

**30k**

Online Store  
Sessions

**2k+**

Email  
Subscribers

**5.93%**

Newsletter  
CTR

**3 mil+**

Collective  
Social Media  
Reach

## ABOUT US

4 editions per year,  
launched before the  
start of each season

40+ articles from  
40+ contributors

Subsections include  
Apothecary, Kitchen,  
Harvest, Craft, Folklore,  
Celebrate and Viewpoint

A targeted and engaged  
audience of plant lovers

Evergreen content with  
continued sales beyond  
launch period

Beautifully designed +  
double sized,  
meant to be collected

## AUDIENCE

- +HERBALISTS
- +GARDENERS
- +FORAGERS
- +PLANT LOVERS
- +HOMESTEADERS
- +SLOW LIVING
- +SEASONAL LIVING

## TACTICS

- +INSTAGRAM
- +FACEBOOK
- +NEWSLETTERS
- +BLOGS
- +PINTEREST
- +PATREON



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## 2024 AD PRICES

### 1/4 PAGE AD DETAILS

1/4 page

3.5 w x 4.5 h

Appears in digital + print editions

### AD COST

\$100 for a single ad in 2024

\$75 per ad for 2 editions

\$50 per ad for all 4 editions

### AD + SOCIAL MEDIA COST

\$150 for a single ad + social media post

\$125 per ad + social media post for 2 editions

\$100 per ad + social media post for all 4 editions



### FULL PAGE AD DETAILS

Exclusive Page

6 w x 9 h

Appears in digital + print editions

### AD COST

\$375 for a single ad

\$350 per ad for 2 editions

\$325 per ad for all 4 editions

### AD + SOCIAL MEDIA COST

\$425 for a single ad + social media post

\$400 per ad + social media post for 2 editions

\$375 per ad + social media post for all 4 editions



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## EDITORIAL CALENDAR

	RESERVE SPACE	AD DUE	ON SALE
<b>SPRING</b>	Feb 5	Feb 21	Mar 5
<b>SUMMER</b>	May 8	May 22	Jun 10
<b>AUTUMN</b>	Jul 22	Aug 12	Sep 9
<b>WINTER</b>	Oct 7	Oct 28	Nov 25

